



## INVITATION TO EXHIBIT

### USA PAVILION AT HEALTH INGREDIENTS EUROPE Amsterdam, The Netherlands November 16-18, 2004

**What:** Health Ingredients Europe 2004 (HI Europe)

**When:** November 16-18, 2004, in Amsterdam

**Who Should Attend:** U.S. manufacturers and exporters of health ingredients, functional and organic food products

**Why:** **HI Europe 2004** is the only exhibition and conference in Europe this year solely dedicated to the health food ingredients industry. **HI Europe 2004** will highlight the worldwide industry trends in health and organic food ingredients. The show is an excellent opportunity to reach the key European players in this rapidly growing industry. The Netherlands offers a perfect setting for conducting business, and **HI Europe 2004** will allow U.S. manufacturers and exporters to cover the world of health food ingredients at this 3-day event.

**The Market:** Worldwide demand for health and natural foods, diet foods, and food supplements has triggered an explosion of demand for natural aromas, colorings, spices, plant extracts, vitamins and minerals, as well as fat and sugar substitutes.

In addition, the worldwide call for organic and functional foods has fueled the demand for health and organic food ingredients by European product manufacturers.

As the health, organic, and functional food markets are taking off across Europe, **HI Europe 2004** offers a platform for health, functional and organic food suppliers to exchange ideas, discuss new developments, and sell products.

**Contact Information:** Sharon Cook  
Agricultural Marketing Specialist  
USDA/FAS Trade Show Office  
Washington, D.C.  
Tel: (202) 720-3425  
Email: [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov)

Roger Wentzel  
Agricultural Counselor  
Office of Agricultural Affairs  
American Embassy, The Hague  
Tel: (011-31-70) 310-9299  
Email: [agthehague@fas.usda.gov](mailto:agthehague@fas.usda.gov)

For information on other USDA-endorsed shows or missions, please visit our web site at [www.fas.usda.gov](http://www.fas.usda.gov) or call 202-720-3425.